

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

HARROLD'S SPECIALTY LIST

FALL AND WINTER
1933 - 1934



HARROLD'S PEDIGREED STRAIN, Field Grown Pansy Plants:
Pictured from the left; shipping bundle wrapped in special
paper and moss, ready for the packing case; seedling
plant; Parker Duofold pen for comparison; and
a transplanted plant. Note symmetrical
form and root development.

SEEDS - BULBS
AND
PLANTS

WHOLESALE TRADE
PRICES

HARROLD'S PANSY GARDENS
AND GREENHOUSES.
P. O. BOX 264
GRANTS PASS, OREGON, U. S. A.



A BLOCK OF PANSY SEEDLINGS IN OUR GARDENS.

Note the robust plant growth and the room allowed plants to insure symmetrical form. Our plants are all field grown and perfectly hardy.

A FRIENDLY WORD

Once again we bring to your attention seedling and transplanted Pansy plants of the Harrold's Pedigreed Strain Line. These are our major fall, winter and spring specialty, and the quality of this stock is well known throughout the trade by hundreds of florists and nurserymen. Our variety line, and stock, is the largest in the west if not in the entire United States, and satisfactory delivery can be made to almost any section of the country in proper season.

Specialist grown Pansy plants are going to cost you considerably less this season, as in addition to some price adjustments, Pansy plants have been reclassified by The Express Agency. The new rate is a reduction of about 25% from former rates as well as from current insured parcel post rates.

Our shipping season will begin Sept. 25th., for seedling and Oct. 15th., for transplanted plants, and is continuous until next April or May. For best results our advice is that you anticipate your requirements this fall and get your transplanting done as early as possible for the finest early plants next spring at minimum cost. Don't figure too close on your requirements as unlike many floral items, Pansies have held their popularity exceptionally well, and the coming season is undoubtedly going to see increased demands. The Fancy Giant sorts of course as in the past are going to be the most profitable to you.

To those patrons who suffered losses from the unusual winter weather in some sections of the west last season, we strongly advise that you do not let this experience discourage you as probabilities are strongly against these conditions reoccurring for many years. As a safeguard however, may we bring to your attention an item on this subject appearing in our 1933 Annual. If you haven't a copy handy, drop us a post card and we'll be glad to send a copy along to you.

COPYRIGHT 1933. HARROLD'S.

ALL VARIETIES MIXED COLOR UNLESS SPECIFIED

SPECIAL FORCING VARIETIES

HARROLD'S PEDIGREED POT PANSIES:

The original strain suitable for growing in pots, boxes or pans. Many growers who have grown these find them very useful for that call for something different; while it has received awards of merit at various flower shows. Plants are of short compact habit, bearing giant sized flowers in a wide color range.

HARROLD'S PEDIGREED CUT-FLOWER PANSIES:

This variety has been bred to the exacting requirements for a Pansy that is suitable for growing indoors for cut flowers. Good size and colors, produced in profusion on long stiff stems are the outstanding advantages of this variety.

The two varieties listed above priced as follows.

STRONG SEEDLINGS: \$1.50 per 100; \$12.00 per 1,000.

ULTRA-FANCY VARIETIES

The following three are separate color varieties.

HARROLD'S GOLDEN GIANTS:

Our 1933 introduction. A golden yellow, blotched companion to our Azure and Ruby Giant varieties, and of similar type. Well defined blotched marking of the center of the flowers makes this type most attractive. Flowers large and of excellent substance. Most symmetrical in form.

HARROLD'S AZURE GIANTS:

This brilliant glowing blue has proven most popular in all types of plantings, especially formal ones. Color is a shade darker than true azure with 3 and sometimes 5 petals blotched with a dark contrasting center marking. Exceptionally early, compact, medium tall and upright. A most profused flowering sort.

HARROLD'S RUBY GIANTS:

This variety has been greatly tried up this season and will hereafter contain a maximum of true reds; predominantly the red, pink, salmon orange and wine shades that are so desirable. Flowers are nearly all blotched and of super-giant size. Plants are compact, medium tall, upright, and free flowering. Many of our patrons tell us that these are the most attractive Pansies they grow.

The three varieties listed above priced as follows.

STRONG SEEDLING PLANTS: \$1.00 per 100; \$5.00 per 1,000.

TRANSPLANTED PLANTS: \$2.00 per 100; \$15.00 per 1,000

PRICE VS., QUANTITY

Two hundred fifty plants of a variety will be supplied at the thousand price. Prices quoted in multiples of a thousand apply to the quantity blocks noted, and are net for each quantity quoted. Assorted orders for three thousand or more will be supplied at the pro-rated price of the various varieties for the complete quantity of the order. See conditions of sale at back of catalogue.



A specimen of our
Harrold's Pedigreed
Giant Pansies.

Picked from our seed
field May 28, 1932, and re-
produced here actual size.

HARROLD'S PEDIGREED GIANT

- Our most popular super-quality variety. -

Undoubtedly this variety is among the finest Pansies now on the American market. It is of low bushy, upright habit, with the flowers borne on long heavy stems well above the foliage. The flowers are of super-giant size ranging from 2½ to over 4 inches when properly grown. For size we have found no other sort that excels these. Coloring is of the greatest possible range, there being over 400 representative color combinations and hues in this mixture. Like our other varieties it is exceptionally free flowering, but is among the earliest flowering varieties known. It produces a profusion of flowers at season when many strains are dormant, as well as being the first to flower from seeds. Withstands hot and cold climates equally well, and does not leg up in hot climates in full sunlight. Compared with other available varieties this will give the absolute maximum of results under any condition. A variety you cannot afford to be without.

STRONG SEEDLINGS: \$1.00 per 100; \$4.75 per 1,000;
3,000, \$12.00; 5,000, \$19.50; 10,000, \$37.50.

TRANSPLANTED PLANTS: \$1.75 per 100; \$12.00 per
1,000; 3,000, \$35.00.

FANCY VARIETIES

HARROLD'S ALL-AMERICAN BEDDING MIXTURE.

As the name implies, this is a mixture of all the best types being grown by American specialists. Eighty per cent of this mixture is composed of Harrold varieties, while the other 20% is composed of varieties originated by other American specialists – the seeds of which are grown in our test gardens. Without question this mixture contains the widest range of color and types available in a single mixture today.

HARROLD'S IMPROVED SWISS.

With the increased popularity of the blotched type of Pansy, no grower can profitably be without this variety. We have carefully developed the desirable features of this strain, while by restrictive breeding we have eliminated several that were not so desirable in the original strain. The color range is strong in dark shades, especially red and blue, with flowers both three and five blotched. The flowers are well formed and very large.

The two varieties listed above priced as follows

STRONG SEEDLINGS: 80c per 100; \$4.50 per 1,000; 3,000, \$11.00; 5,000, \$17.50; 10,000, \$34.00.

TRANSPLANTED PLANTS: \$1.50 per 100; \$10.00 per 1,000; 3,000, \$28.00.

STANDARD VARIETIES

GREATER AMERICAN PERFECTION.

Original Harrold Strain— Since introduction several years ago by our gardens, florists have been using vast quantities of both seeds and plants of this variety. It is unusually well adapted to supply a competitive market where price is a prime consideration. Mostly of the zoned or face type the flowers are of giant size in a wonderful range of color. Plant habit is fine; upright.

OREGON MIRACLE MIXED.

This fine mixture is so well known that it needs but brief description. It has a fine range of color, and flowers are of large size. This variety has been a standard sort for a long time and you'll like it.

SWISS GIANTS.

This is a progeny of the original strain, and is very popular with many growers.

MATCHLESS.

A zoned type mixture that has enjoyed popularity in some districts.

EARLY PANSY AMERICA.

Recently introduced and well thought of by many growers.

The five varieties listed above priced as follows.

STRONG SEEDLINGS; 70c per 100; \$4.00 per 1,000; 3,000, \$10.00; 5,000, \$16.00; 10,000, \$30.00.

TRANSPLANTED PLANTS: \$1.25 per 100; \$9.00 per 1,000; 3,000, \$25.00.

PANSY SEEDS

In many sections, Pansy seeds may be planted in cold frames until after November first, and in Southern States throughout the entire winter. In Northern sections, planting may be done indoors as late as March first for spring sale, with February 15th., sowings giving plants that are reasonably satisfactory sales stock for Memorial day. Late sowings do not, however, give the maximum results obtained from plants sown in August and September, and transplanted during the fall and winter months. If you haven't any early sown stock, try a few hundred, or thousand of the seedling plants offered in this list, then if you wish, we'll gladly supply seeds from the following list for your mid-season and late spring sales. The popularity of the Pansy of fancy, giant strain is going to surprise you in its volume next spring.

HARROLD'S PEDIGREED NOVELTIES.

1933 crop sold out;

HARROLD'S PEDIGREED POT-PANSIES.

1933 crop sold out.

HARROLD'S PEDIGREED CUT-FLOWER PANSIES.

1933 crop sold out.

HARROLD'S GOLDEN GIANTS - NEW-

Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00.

HARROLD'S AZURE GIANTS.

Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 ozs., \$22.00.

HARROLD'S RUBY GIANTS.

Trade packets \$1.00; $\frac{1}{8}$ oz., \$2.25; $\frac{1}{4}$ oz., \$4.00; $\frac{1}{2}$ oz., \$7.75; 1 oz., \$15.00; 2 oz., \$28.00.

HARROLD'S PEDIGREED GIANTS.

Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.00; $\frac{1}{2}$ oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00; 3 ozs., \$28.00.

HARROLD'S ALL-AMERICAN BEDDING MIXTURE.

Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.50; $\frac{1}{2}$ oz., \$4.75; 1 oz., \$9.00; 2 ozs., \$16.00; 3 ozs., \$23.00.

HARROLD'S SUNSHINE PANSIES.

Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.25; $\frac{1}{2}$ oz., \$4.25; 1 oz., \$8.00.

HARROLD'S IMPROVED SWISS.

Trade packet \$1.00; $\frac{1}{4}$ oz., \$2.00; $\frac{1}{2}$ oz., \$3.75; 1 oz., \$7.00; 2 ozs., \$13.00; 3 ozs., \$18.25.

GREATER AMERICAN PERFECTION.

Trade packet \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00; 2 ozs., \$11.00; 3 ozs., \$15.00.

OREGON MIRACLE MIXED.

Trade packet \$0.85; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.25; 1 oz., \$4.00; 2 ozs., \$7.50; 3 ozs., \$11.00.

For quantities of 4 ozs., and more of a variety, ask for our contract price list.

FLORISTS' FORCING Snapdragon Seeds

Great care has been taken in selecting and growing these to supply you only with the best, and most popular commercial varieties. Prices have been held at a level that is in line with current conditions, and it will be especially noted that there is no price differential between varieties.

Afterglow	Keystone
Ceylon Court	Laura
Cheviot Maid	Laurene Harrold
Cheviot Maid Supreme	Orlando
Claudespy	Penn Orange
Early Columbia	Philadelphia Pink
Early Premier	Roman Gold
Geneva Pink	Rose Queen
Golden Pink Queen	Silver Pink
Harrold's Red	Sunburst Improved
Helen	Sun Tan
Jennie Schneider	White Rock

All Varieties One Price.

Single packet \$0.75; 3 packets \$2.00; 5 packets \$3.00
10 packets \$5.50; 15 packets \$8.00 20 packets \$10.50

Small Florist Assortment

One-fourth packet each of any four varieties listed above at \$1.50 per assortment. Sold only in units of 4, $\frac{1}{4}$ packets.

GERMINATION GUARANTEE

We guarantee that every packet of Snapdragon seeds supplied from the above list will with usual care produce at least one thousand plants. Should any fail for any reason to do so, upon proper notification, we will replace FREE OF CHARGE with sufficient seeds to fulfill the terms of this guarantee. It is of course understood that this guarantee in no way is to conflict with the responsibility limitation clause in our regular sales terms appearing elsewhere in this list

CALENDULA SEEDS

	$\frac{1}{4}$ Oz.	1 Oz.	4 Ozs.
Ball Orange Improved	\$.50	\$1.50	\$4.00
Ball Supreme50	1.50	4.00
Ball Lemon Queen50	1.50	4.00
Ball Gold50	1.50	4.00
Golden Radio75	2.00	5.00
Radio50	1.50	4.00
Sensation or Campfire50	1.50	4.00

FREE AIR-MAIL DELIVERY: If you're in a hurry mail your order for Pansy and Snapdragon seeds to us via Air-Mail, and we will ship the order to you by return Air-Mail at no additional cost to you.



HERE'S THE WAY WE GROW DUTCH IRIS IN THE
ROGUE RIVER VALLEY.

BULB DEPARTMENT

All bulbs listed here are first quality, Oregon grown and suitable for all types of forcing or outdoor plantings. They are full grade size, and have passed all state and federal inspections for shipment interstate. Northwest grown bulbs have no peer either in the domestic or import market, and you are never bothered by the uncertain costs of shipping charges, duty, and exchange rates, while the use of American bulbs supports the American industry and workman, so that you are supporting national recovery as well.

DUTCH IRIS BULBS

	Per 100	Per 1,000
A. BLOEMAARD. Purplish blue.		
7 to 8 Ctm. Forcing size.	\$2.75	\$24.00
6 to 7 Ctm.	2.00	16.00
D. HARING. White.		
7 to 8 Ctm. Forcing size.	2.00	16.00
6 to 7 Ctm.	1.50	13.00
FILFOLIA IMPERATOR. The standard deep blue.		
9 to 10 Ctm. Forcing size.	3.00	28.00
8 to 9 Ctm. Forcing size.	2.50	22.00
7 to 8 Ctm. Forcing size.	1.80	14.50
6 to 7 Ctm.	1.35	11.00
5 to 6 Ctm.	1.00	9.00
HART NIBBRIG. Brilliant clear blue.		
7 to 8 Ctm. Forcing size.	2.50	23.00
6 to 7 Ctm.	2.00	17.00
YELLOW QUEEN. The standard yellow.		
7 to 8 Ctm. Forcing size.	2.00	17.00
6 to 7 Ctm. Forcing size.	1.50	13.00
5 to 6 Ctm.	1.25	10.00

Planting stock of these available in quantity.

May we quote you on them?

Narcissus ^A_N^D Daffodils

KING ALFRED.

Large flowering golden yellow; trumpet type.

	Per 100	Per 1,000
Double nose, 20 to 24 ctm.	\$5.50	\$45.00
Double nose, 16 to 20 ctm.	4.75	40.00
Round, 16 ctm.	3.75	32.50

OTHER VARIETIES.

	Per 100	Per 1,000
CHINESE SACRED LILY: Select grade.	\$4.50	\$40.00
GOLDEN SPUR: Trumpet. Rich yellow.		
Double nose.	3.75	32.50
Round.	3.00	25.00
LUCIFER: Incomparabilis. Large white perianth, orange cup.		
Double nose.	4.50	40.00
Round.	3.50	30.00
LORD KITCHENER. Leedsii. Pure white perianth, primrose crown.		
Double nose.	4.75	42.00
Round.	3.75	31.00
ORANGE PHEONIX: White with orange center.		
Double nose and round mixed.	4.50	40.00
POETICUS: Pheasants eye.		
Double nose.	3.50	28.00
Round.	2.75	24.00
RED BEACON: Barrii. Ivory white perianth, orange-red cup.		
Double nose.	4.75	40.00
Round.	3.75	32.50
SPRING GLORY: Bicolor. White perianth, yellow trumpet		
Double nose.	4.75	40.00
Round.	3.60	30.00
SIR WATKINS: Incomparabilis. Medium trumpet yellow		
Double nose.	4.50	38.00
Round.	3.50	30.00
TRESSERVE: Trumpet. Sulphur yellow perianth, large trumpet.		
Double nose.	4.75	40.00
Round.	3.50	30.00
VAN WAVERN'S GIANT: Trumpet. Giant yellow.		
Double nose.	9.00	85.00
Round.	7.00	65.00
VON SION: Double yellow.		
Double nose.	4.50	42.00
Round.	3.25	30.00

At these reasonable prices this stock is a sound investment and it is doubtful if such low prices will again be possible again for years. Plant for the future now.



ONE OF OUR LOCAL TULIP PLANTINGS.

COTTAGE TULIPS

	First size		Second size	
	Per 100	Per 1000	Per 100	Per 1000
Bouton d' Or. Pure yellow, fine for cutting.	\$3.00	\$25.00	\$2.40	\$20.00
Caledonia. Bright orange-scarlet.	3.00	25.00	2.40	20.00
Gesneriana Spathulata Major. Scarlet, blue center.	3.50	30.00	2.80	24.00
Ingolescombe Yellow. Rich yellow.	1.80	16.00	1.60	12.00
Moonlight. Clear pale yellow; egg shaped.	2.00	17.50	1.60	13.00
Orange King. Bright glowing orange.	1.80	16.00	1.60	12.00

BREEDER TULIPS

Cardinal Manning. Wine red.	2.25	20.00	1.85	14.00
Clio. Buff tinged apricot.	2.75	23.00	2.00	18.00
Golden Bronze. Bronze yellow.	3.00	26.00	2.40	20.00

DARWIN TULIPS

Bartigon. Fiery crimson.	1.75	16.00	1.25	12.00
Baronne de la Tonnaye. Bright pink.	2.00	18.00	1.60	14.50
Clara Butt. Soft salmon pink.	1.65	15.00	1.25	11.00
Farncombe Sanders. Brilliant scarlet.	2:00	18.00	1.50	14.00
Edmee. Vivid cherry rose, silvery edge.	2.20	19.00	1.75	15.50
Massachusetts, Vivid pink forcer.	2.00	18.00	1.60	14.50
Mme Krelage. Soft rose	2.00	18.00	1.60	14.50

DARWIN TULIPS Continued.

	First size		Second size	
	Per 100	Per 1000	Per 100	Per 1000
Pride of Haarlem. Carmine rose.	\$1.90	\$15.00	\$1.50	\$10.00
Princess Elizabeth. Soft rose, white base. Good forcer.	2.25	20.00	1.65	15.00
Psyche. Rich rose pink.	2.25	20.00	1.80	16.00
Queen Marie. Outstanding pink.	3.00	24.00	2.50	20.00
William Copeland. Bright violet forcer.	2.00	18.00	1.60	15.00
William Pitt. Brilliant carmine.	2.25	20.00	1.80	16.00
Golden Giant. The only yellow true Darwin. Black anthers	20.00	Supply limited	15.00	
MIXED DARWIN.	1.40	12.00	1.10	9.50

ASSORTED NAMED TULIPS

These are mostly small lots of novelty varieties too small to be offered separately. Many are quite costly varieties. Each variety named; state color preference.

2.50	20.00	2.00	16.00
------	-------	------	-------

STRAWBERRY PLANTS

We offer these all state inspected and released for inter-state shipment. Plants are strong heavily rooted, tied 25 in a bunch with roots prepared for transplanting. Packing is in light secure wood cases for safe delivery.

OREGON BANNER IMPROVE OREGON
OREGON MARSHALL MARSHALL

\$0.75 per 100; \$4.75 per 1,000; 5,000 \$22.50; 10,000 \$40.00
over 10,000 \$3.75 per 1,000.

KELLOGG MASTODON - Everbearing.
\$1.00 per 100; \$6.00 per 1,000; 10,000 \$55.00.

CONDITIONS OF SALE.

PRICES are net based on cash with order. Remittance should be by check, draft, or money order. No stamps. Seeds will be shipped C. O. D PLANTS and BULBS will be shipped ONLY AFTER RECEIPT OF PURCHASE PRICE IN FULL.

ALL ORDERS are received subject to supply, market, and all other conditions that are beyond our control.

TRANSPORTATION of seeds will be prepaid. All plants and bulbs are quoted F. O. B. Grants Pass, and will be forwarded as per purchasers instructions. Plant and small bulb shipments should go Express. Heavy bulb shipments move economically by fast freight.

OUR RESPONSIBILITY shall in every case be definitely restricted to an amount not exceeding the original purchase price of any goods.

PRINTING, PHOTOGRAPHY, AND COLOR
WORK BY M. E. HARROLD, GRANTS PASS.



A LOCAL FIELD OF GLADIOLUS MR. W. H. PHIPPS.
Ideal climate, soil, and irrigated fields, plus superior
quantity production methods makes it possible
for us to supply superior quality at most
attractively economical prices.

GLADIOLUS

125 FINEST VARIETIES

Digging operations will soon be under way and we're going to have available the finest stock this year, both in quality and varieties available in the west. Harrold Gladiolus have always maintained the highest quality standards at modest prices. They are grown for bulbs only and are completely free of thrips. May we quote on your requirements?

WARNING! Place your Gladiolus purchases early this season if possible. Unlike past seasons the new Gladiolus code now being drafted undoubtedly will curtail the price chizeler and prevent dumping into the market at prices below production costs, and it is expected that it will compell gradual advances in price after harvest to cover subsequent warehouseing, and storage costs.

Regarding Our Prices.

In view of our policy for years past against "dumping" of stock surpluses at "cutthroat" prices below production costs, and as prices quoted herein are computed on this basis it is not expected that price changes will become necessary during the current season unless made so by operation of an N. R. A. code, or A. A. A. marketing agreement. We will of course "do our part" in any case, but you may depend upon the finest available quality at reasonable cost.